

REMARKS

This paper is responsive to the Office Action dated May 16, 2006 (the "Office Action").

Claims 1-39 were previously pending in the application.

Claims 6, 19-23, 28, 30, 32, and 38 have been canceled.

Claims 40-53 have been added.

Accordingly, claims 1-5, 7-18, 24-27, 29, 31, 33-37, and 39-53 are now pending.

Claims 1-5, 7-18, 24-27, 29, 31, 33-37, and 39 stand rejected.

Claims 1-3, 5, 7-18, 24-27, 29, 31, 33-37, and 39 have been amended.

Rejections under § 102(b) and 103(a)

Claims 1-5, 7-12, 14-18, 24-27, 31, 33-37, and 39 stand rejected under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent Application No. 6,035,305 issued to Strevey et al. ("Strevey"). Claims 13 and 29 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Strevey.

The amendments add no new matter and are supported by the specification as originally filed. While not conceding that the cited reference qualifies as prior art, but instead to expedite prosecution, Applicant has chosen respectfully to address the rejection in the Office Action as follows. Applicant reserves the right, for example in a continuing application, to establish that one or more of the cited references do not qualify as prior art as to an invention embodiment previously, currently, or subsequently claimed. Applicant respectfully submits that the pending claims are patentable and respectfully requests reconsideration of the pending rejections in view of the amendments and remarks presented herein.

Applicant has amended independent claims 1, 8, 15, 24, and 33 as indicated above.

These amendments are made without prejudice against or disclaimer of the subject matter covered in the previous versions of these claims, and applicant reserves the right to pursue the subject matter of the previous versions of these claims, for example in a continuing application.

As amended, independent claim 1 is directed to a computer implemented method of customizing a product. The method includes limitations of providing a set of one or more customizable product classes, receiving a customizable class rule, and receiving a request to designate a customizable product class from the set of customizable product classes as a customizable product instance. The method also includes receiving a request to associate a first component product from a set of component products with the customizable product instance, and determining whether to associate the first component product with the customizable product instance. The determining is based on the customizable class rule.

As amended, independent claim 15 is directed to a computer implemented method of customizing a product. The method includes a limitation of receiving a set of customizable class rules. The customizable class rules define at least one relationship among component products. The method also includes designating a customizable product class from a set of customizable product classes as a customizable product instance, and selecting a first component product from a set of component products to form a customizable product. The method also includes associating the first component product with the customizable product instance based on a customizable class rule that applies to the customizable product instance.

The cited material does not disclose each of these limitations. Accordingly, Applicant respectfully submits that amended independent claims 1 and 15, and all claims dependent therefrom, are allowable under § 102(b) and § 103(a). At least for similar reasons, amended

independent claims 8, 24, and 33, and all claims dependent therefrom, are also allowable under § 102(b) and § 103(a). Accordingly, Applicant respectfully requests that the rejections be withdrawn.

CONCLUSION

Applicant submits that all claims are now in condition for allowance, and an early notice to that effect is earnestly solicited. Nonetheless, should any issues remain that might be subject to resolution through a telephonic interview, the Examiner is requested to telephone the undersigned.

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P. O. Box 1450, Alexandria, Virginia, 22313-1450, on November 14, 2006.



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2006 Nov 14

Date of Signature

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